Leasing of trains to advertising agencies

3151. SHRI PREM CHAND GUPTA:
SHRI SANJAY NIRUPAM:

Will the Minister of RAILWAYS be pleased to state:

(a) whether it is a fact that the Railways are planning to let out its prime mobile assets, i.e., trains, to advertising agencies;

(b) whether the Organisation has 6984 stations and is transporting 12 million passengers per day;

(c) whether revenue from this policy brought in Rs. 29 crores in 1999-2000 which is likely to increase to Rs. 60 crores; and

(d) if so, what are the Railways plans for increasing its revenue from this source?

THE MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI DIGVIJAY SINGH): (a) and (b) Yes, Sir. Policy guidelines covering certain selected passenger trains and freight trains have been issued in this regard. The Railways have 6867 stations and carry more than 12 million passengers per day.

(c) Rs. 29 crores (approx.) was earned from Commercial Publicity including publicity on trains during 1999-2000. This is likely to increase during the current year but a specific estimate in this regard cannot be made.

(d) For increasing the revenue from this source, broad policy guidelines regarding commercial publicity including trains have been issued to all the Zonal Railways. The Zonal Railways have also taken various steps like re-assessment of value of sites, revision of rates, identification of new locations, liaison with various advertising agencies etc.

Gauge conversion between Raxaul and Birganj

3152. SHRI K. RAHMAN KHAN: Will the Minister of RAILWAYS be pleased to state:

(a) the present status of broad gauge conversion between Raxaul in Bihar and Birganj in Nepal; and